

Message Text

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PAGE 01 WELLIN 02737 240404Z

ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----095608 240406Z /17

P 240350Z MAY 78

FM AMEMBASSY WELLINGTON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 5614

AMCONSUL SYDNEY

AMCONSUL AUCKLAND

UNCLAS WELLINGTON 02737

USDOC FOR BED/OIM/MCLAUGHLIN

STATE FOR EA/ANP - HOLD FOR AMBASSADOR SELDEN

SYDNEY FOR IMC

E.O.11652:N/A

TAGS: BEXP, NZ

SUBJECT: AM-TECH '78 - USDOC RECRUITMENT

REF: (A) WELLINGTON 2553 (NOTAL), (B) USDOC 09253 (NOTAL),

(C) WELLINGTON 2685 (NOTAL)

1. AS USDOC IS AWARE, IT HAS BECOME NECESSARY TO GO TO PRINT WITH THE AM-TECH EXHIBITION FLYER, THE FIRST PHASE IN THE MARKET PROMOTION CAMPAIGN, AND TO PLACE EDITORIAL MATERIAL WITH THE LOCAL TRADE PRESS. EARLY NEXT WEEK, THE SHOW CATALOG WILL HAVE TO BE FINALIZED FOR PRINTING. MAILING LISTS WILL BE COLLATED NEXT WEEK, AND MAILINGS BEGIN THE WEEK OF JUNE 12.

2. AS A RESULT OF THESE PROMOTION DEADLINES BEING EITHER PAST OR IMMINENT, WE ARE UNABLE TO OFFER AN ADEQUATE PROMOTION TO NEW AM-TECH RECRUITS, AND WITHIN A FEW DAYS WILL BE UNABLE TO PROVIDE THEM WITH ANY PROMOTION AT ALL WITHOUT SIGNIFICANT UNANTICIPATED EXPENSE. THE UNCLASSIFIED

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PROMOTION CAMPAIGN AS PRESENTLY CONCEIVED IS LIMITED TO TWO THEMES -- COMPUTERS AND PERIPHERALS, AND BUSINESS EQUIPMENT AND SYSTEMS. AS INDICATED IN REF. A, IT WAS NECESSARY TO ABANDON THE HEALTH CARE THEME MAY 12. EVEN WERE A LARGE NUMBER OF HEALTH CARE PAS TO BE RECEIVED TODAY, A MAJOR UNANTICIPATED EFFORT, AND A MAJOR UNANTICIPATED EXPENSE, WOULD BE NECESSARY TO PROMOTE

THAT THIRD THEME, AND THE JOB WOULD BE DONE IN SUCH A RUSH AS TO RISK NOT PRODUCING SATISFACTORY RESULTS.

3. TO COMPOUND THE PROBLEM, THE ONE HEALTH CARE PA STILL ON THE BOOKS (C AND S EXPORTING AND IMPORTING, AS REPORTED IN REF B) INVOLVES TWO PRODUCTS, AT LEAST ONE OF WHICH IS SUBJECT TO IMPORT LICENSING AND THEREFORE PROBABLY NOT SALEABLE IN NEW ZEALAND (SEE REF C).

4. IN VIEW OF THESE SEVERAL CONSIDERATIONS, WE URGENTLY RECOMMEND THE CESSATION OF ANY FURTHER RECRUITING IN THE HEALTH CARE SECTOR. WE ARE WELL AWARE OF AND APPRECIATE THE INTENSIVE EFFORT USDOC HAS UNDERTAKEN IN RECENT WEEKS TO PROVIDE A HEALTH CARE COMPONENT AT AM-TECH, BUT IT IS TOO LATE NOW FOR US TO GIVE THEM ADEQUATE PUBLICITY IN ADVANCE OF THE SHOW, AND WILL SOON BE TOO LATE TO GIVE THEM EVEN INADEQUATE PUBLICITY. WE ARE AWARE OF 18 PAS IN COMPUTERS AND BUSINESS EQUIPMENT, AND CAN MOUNT AN ADEQUATE EXHIBITION ON THAT BASIS. IF USDOC CAN RECRUIT ADDITIONAL FIRMS IN THOSE TWO THEMES AND GET FULL MARKETING DATA TO US BY EARLY NEXT WEEK, THEY CAN STILL BE INCLUDED IN THE CATALOG, ALTHOUGH NOT IN MOST OTHER ASPECTS OF THE PROMOTION CAMPAIGN. HEALY

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN02737
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780218-0284
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780522/aaaaasbg.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 09014597-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 WELLINGTON 2553, 78 WELLINGTON 2685
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2579522
Secure: OPEN
Status: NATIVE
Subject: AM-TECH \78 - USDOC RECRUITMENT
TAGS: BEXP, NZ
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/09014597-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014